

Placemat Activity – Reading Non Fiction Texts – Consumer Culture and Branding

Are there people or groups who are seen in a 'good light'? Are there people or groups who are not?

What is the main idea of the text? Find a Quote to Support your findings.

Whose interests does the text serve?

What does the author of the text want me to know or think?

Who benefits from the text being read or viewed?

What do you think about the main message of the text? Is it Fair?